

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 6, 1998

RJR Account #236370

F. Gray

GRAYS WHOLESALE

APRIL: DORAL B1G1F / PROMOTION #800219

Dear Fran:

DORAL B1G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 23 skus of B1G1F Displays (Item #540971) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Men Lt 100	12300-25184	<u>1</u>
Lt Box 100	12300-25189	<u>1</u>
FF Box 100	12300-25188	<u>1</u>

DISPLAY DETAIL (#540971)

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product / Display Arrival:

March 24, 1998

Ship Date to Retail:

Week of: April 6, 1998

SKU CUBE:

0.4670

SKU WT (w/o Product):

1.0600 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

2 Savings Cartons

EFT \$ Amount:

\$192.54

PARTNERS 'BONUS' REPORTING DESCRIPTION

'DOR APR B1G1F'

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PROMOTION DESCRIPTION: SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
(A '*RETAILER PROMOTIONAL PACKING EXPLANATION SHEET*' IS INCLUDED IN EACH DISPLAY).
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER
LIST*.

DISPLAY LOAD:

*4 CARTONS - BRAND MIX:

DORAL MEN LT 100 / LT BOX 100 / FF BOX 100

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you
\$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This
equates to **\$14.00 (1 (12M) case(s) @ \$14.00)**. Payment will be made as soon as possible
once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: 162201

L. E. MacWilliams

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to
account.

APDB1G1F.DOC

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Wholesaler Packing Instructions
April DORAL B1G1F

WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS

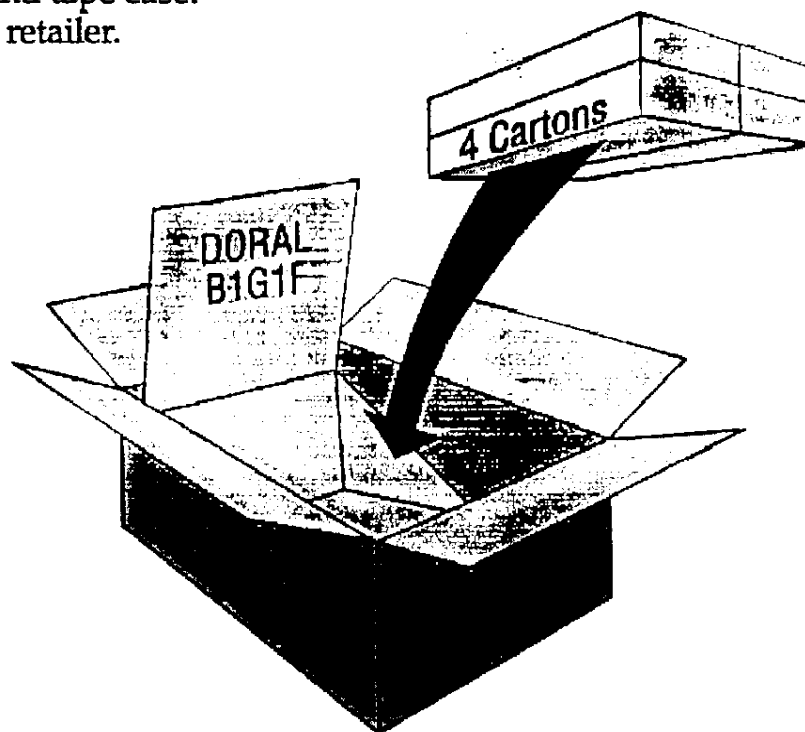
2ND QTR. '98

April DORAL B1G1F

(Buy 1 Pack Get 1 Free)

STEPS

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



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Item: # 540971

Promotion Reporting Description: DOR APR B1G1F

Brand Style	MEN LT 100	LAT LT 100	LT BOX 100	FF BOX 100		
Number of Cartons	1	1	1	1		

DORAL

Bring A Deal With This Buy 1-Get 1 Promotion!

Don't customers want What
of Doral than a
leaves that are pre-
checked and

Buy 1
Get 1
Free



2 Pack
Bottle

DORAL

Buy 1
Get 1 Free

Buy 1
Get 1
Free



WHILE SUPPLIES LAST

SMOKE GENERAL'S WARNING: Quitting Now Greatly Serious Risks to Your Health.

Counter Display



51852 1780

PAGE: 25
DATE: 98-02-24
TIME: 11:30 AM

WHOLESALE : 236370 GRAYS WHOLESALE, INC. <DIRECT>
TEMPLATE : 800219 80400 DOR APR HIGH
TEMPLATE SEQ : 0046
SALES LEVEL : 16XXXX

WORKPLAN VAP TEMPLATE LISTING

BPENSSB2

TERM	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201	162239	590828	C. J. S	157 MARKET ST	POTSDAM	NY	13676	1				(315)265-0226
162201	162238	696070	MERCERS STOP & GO	21623 STATE ROUTE	WATERTOWN	NY	13601	2				(315)788-6555
162201	162239	762908	GEARSBECK GROCERY	ROUTE 3	OSWEGATCHIE	NY	13670	2				(315)846-2758
162201	162239	171520	THE GENERAL STORE	816 BRADLEY ST	WATERTOWN	NY	13601	2				(315)788-6841
162201	162239	719918	MCGINNIS	38198 STATE ROUTE	THERESA	NY	13691	2				(315)628-4330
162201	162239	763168	NORPP/DNA FREEZE-IN	BLACK LAKE RD BK1	OGDENSBURG	NY	13669	2				(315)628-4330
162201	162239	632674	DUNNS GROCERY	MAIN ST	COLTON	NY	13625	1				(315)262-2364
162201	162239	499604	GREGGS BUTCHER BLOC	MAIN ST - BOX 266	HARRISVILLE	NY	13648	1				(315)543-2790
162201	162239	575253	R & M CORNER MARKET	342 W MAIN ST	GOVERNMENT	NY	13642	2				(315)287-0140
162201	162239	171563	AUBREYS SHOPPING CT	342 EAST BROADWAY	CAPE VINCENT	NY	13618	1				(315)654-2381
162201	162239	172637	AL SMITH SUPERETTE	4 S MAIN ST	NORFOLK	NY	13667	1				(315)384-4261
162202	162238	171532	MERCERS STOP & GO	32 E CHURCH ST	ADAMS	NY	13605	2				(315)232-4214
162202	162238	772299	KOLLYWOOD NEWS	48 W BRIDGE ST	OSWEGO	NY	13126	1				(315)343-0113
162202	162238	742261	LITTLE LUCKY'S STOR	538 S ALBION RD	ALTMAR	NY	13302	1				(315)298-2740

PAGE BREAK TOTAL ACCOUNTS 14 TOTAL QUANTITY 21

TEMPLATE TOTAL ACCOUNTS 14 TOTAL QUANTITY 21

***** END OF REPORT FOR PROMOTION 800219 *****

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